C4390-2

170 00376981 41 91 **
STATISTICAL REF INDEX CIS
4520 E W HWY SUITE 800
BETHESDA MD 20814

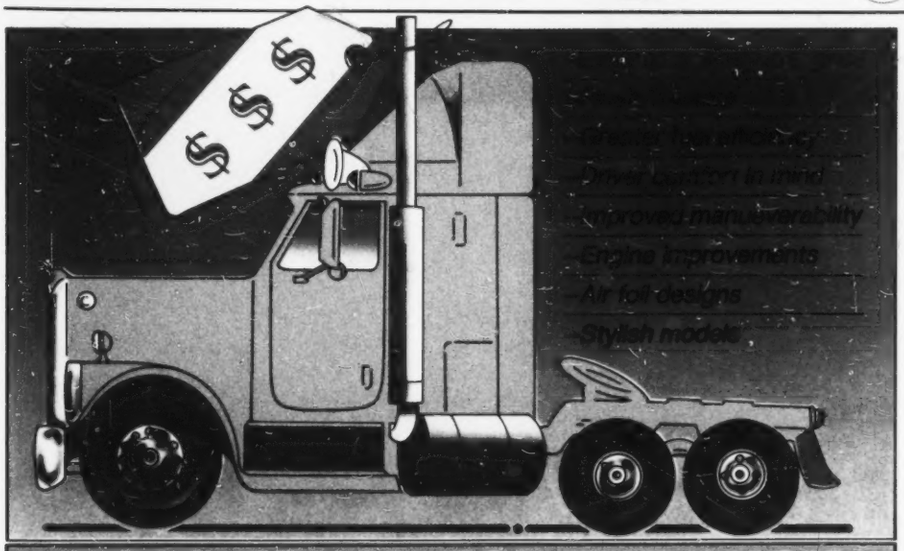
SOFT DRINKS □ BEER □ BOTTLED WATER □ SEPTEMBER 1984

Beverage Industry

MARKETING □ DISTRIBUTION □ TECHNOLOGY

AN HBJ PUBLICATION

San Francisco Battleground —Page 9—



Diesels, propane more popular

More value in 1985 trucks

EXCLUSIVE— Along with greater efficiency under the hood, the beverage truck buyer can be assured of receiving greater value for his truck dollar in 1985.

As in recent years, outward appearances of trucks will change very little; the biggest change will occur inside the cab and under the hood. New exterior styling, featuring wind control devices for fuel economy, plush interiors and improved diesel engines dominate the truck buyer's scene this year.

Despite the fact that diesel-powered trucks are still selling very well, even over last year's sales figures, propane is gaining a significant number of new users.

In fact, according to Al Anderson of Hesse Corp., Kansas City, propane fuel is more popular in Colorado, Utah and Wyoming than anywhere else in the U. S. The reason? "The fuel burns clean,

(Continued on page 48)

BI Report

■ 3-L PET SHAPING UP AS PACKAGE OF THE YEAR. Early success in Birmingham has spurred expansion plans for this, the industry's largest package. Pepsi bottlers clamoring for package, while suppliers stand in line for new molds. Coke plans intro shortly, possibly with a handled version.

■ DR PEPPER REPORTS double digit sales gains since the leveraged buyout. In recent upbeat letter to franchises, Chairman W. W. Clements and President Joe Hughes also claimed "that Dr Pepper is once again the fastest growing major brand in the industry."

■ NATIONAL DISTRIBUTION of A-B's LA accelerated, was expected to be in all markets by mid-August. Mike Roarty, executive vp/director of marketing, says sales success,

(Continued on page 70)

Over 130 will exhibit at Brewing Congress

ST. LOUIS—Approximately 133 brewing and allied industry suppliers from the U.S. and foreign countries will be exhibiting in the 1984 Brewing Congress of the Americas Convention and Exhibition Sept. 16-20 at the Convention Center here.

The exhibition is hosted by the first Brewing Congress of the Americas, in conjunction with the 97th Master Brewers Assn. of the Americas Convention and the 50th Anniversary Convention of the American Society of Brewing Chemists.

Special events include a President's Dinner on Sunday evening, Sept. 16. Andrew J. Steinhubl of Anheuser-Busch, St. Louis, and president of the M.B.A. and James McDougall of Stroh Brewery, Detroit and

(Continued on page 22)

NutraSweet TV ads call for 100% usage

NEW YORK—G.D. Searle and Co. has begun an intensive marketing campaign, aimed at increasing awareness of all products sweetened 100% with its NutraSweet brand. It is perhaps the largest campaign ever designed around a product ingredient.

Products sweetened 100% with NutraSweet now carry a red and white swirl logo to help consumers to identify them from products using other sweeteners or NutraSweet/saccharin blends. More than 60 products, including a growing number of soft drinks, carry the symbol, Searle reports.

The campaign began July 6 with a multi-million dollar broadcasting and print campaign, designed "to build initial awareness among consumers," Searle reports. On Sept. 23, a second series of TV spots will be introduced in which the products themselves are "awarded" the logo.

Despite some recent controversy, combined total sales of NutraSweet and Equal, Searle's brand of tabletop sweetener, sales have skyrocketed from $74 million in 1982 to $336 million in 1983 and to $288 million in the first six months of this year.

Stability and price have been the major concerns of soft drink manufacturers considering usage of 100% NutraSweet, but Searle has answers on both accounts.

"I think it's clear that if you talk to anyone in the technical side of the industry, they would tell you that there's stability benefits to a blend," says Searle's Timothy J. Healy, vp-marketing, NutraSweet Group. "I think the way to look at it, though, is it's a question of whether or not there's a problem with 100%. I think Procter & Gamble, Squirt and now folks like Shasta have proved there's not any problem."

In regards to price, Healy adds: "In every case, 100%

(Continued on page 57)

Could prohibition return?

by Marty Westerman

COMMENTARY—The Congressional passage of the new 21-year-old minimum drinking age with its blatant blackmail clauses signals the development of a new prohibitionist attitude.

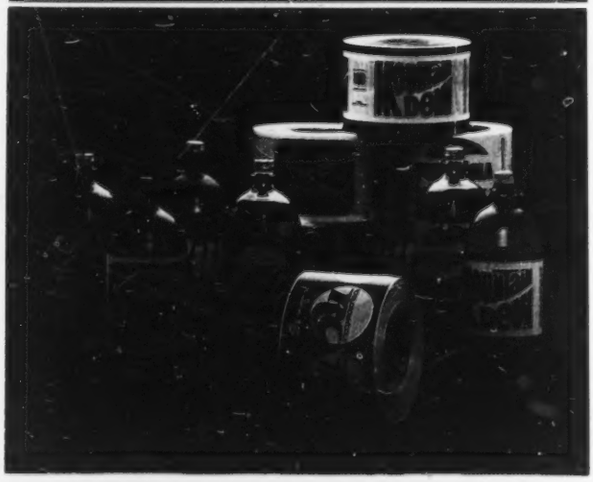
As a result, the industry can expect legislators, public interest, political action and religious groups and consultants are calling for increased excise taxes; advertising restrictions; raised drinking ages; warning posters and package labels; and third-party liability laws in a shotgun effort to force the industry into taking some responsibility for influencing people to drink.

The efforts of this hostile group concerns the industry, which has saturated its market and faces flat annual growth. These fears are heightened more so because industry sources estimate having lost about 3.5 million potential beer drinkers in 1983 due to raised drinking-age laws. The beer industry is losing about the same number for the same reason this year.

The industry is also concerned about finding growth and is aggressively marketing its products while girding for soft drink-style price wars

(Continued on page 38)

BI Now Package



Owens-Illinois has developed a new labeling system through glueless, solvent-bonding technology, which it claims has the lowest direct cost of any system in use. See page 18.

BEST AVAILABLE COPY

Beverage Industry
AN HBJ PUBLICATION

New England Apple products is now packaging its Veryfine juices and fruit drinks in lightweight, 11½-oz. aluminum cans.

Alternative to aseptics

Juice producer wins with cans and bottles

LITTLETON, MA—As many fruit juice processors across the country begin to gear up for full production of aseptic packaging, one New England firm is standing alone in its commitment to bottles and cans as the juice packaging most preferred by vending operators and customers.

David Rowse, president of New England Apple Products Co., Inc., the producer of the *Veryfine* brand of fruit juices, tells **Beverage Industry** in an exclusive story that he is not convinced that aseptics are the "wave of the future" because the packages have not fulfilled promises of reduced costs in packaging and shipping and providing a larger customer base beyond children. Judging from the 3,000 Veryfine bottle venders presently in distribution and from the overwhelming call for cans by schools and health care facilities across the United States, Rowse's customers share the sentiment. The company began full can production in early July.

One of Rowse's customers is The Macke Company headquartered in Cheverly, MD. Gershon Hoffer, regional sales manager for the firm, says that he anticipates a tremendous expansion of the 400 machines his company has already purchased. "My region alone has 150 machines, and once the cans are available," he says, "we can really capitalize on the Washington, D.C., school systems effectively."

Macke of North Haven, CT, is equally anxious to

(Continued on page 35)

PET recycles into carriers

INCLINE VILLAGE, NV—One of the first major commodity products using recycled PET bottles was introduced here recently in the form of basket-style bottle carriers.

Invented by William Lemon, who holds the U.S. and Canadian patents, the process for turning recycled PET bottles into bottle carriers was developed under the auspices of Newcastle Development, a venture capital group from Burlingame, CA. Engineering and marketing offices for the project are located here.

The process uses PET bottles which are primarily obtained from Wellman and DuPont, who have fine cleaned the bottles and removed the paper labels and plastic base cups.

Recycled PET is used to make these basket-style bottle carriers, invented by William Lemon.

Currently, Lemon is using two contract converters in Massachusetts to produce the bottle carriers. The empty PET bottles are reground and fed into the equipment

(Continued on page 58)

VENDING SHIPMENTS

	Number of companies	1983 Quantity	1983 Value	1982 Quantity	1982 Value
Coin-operated vending machines	45	650,016	328,254	502,079	318,943
Beverage vending machines	19	228,430	206,951	225,037	213,425
Hot beverage:					
Instant freeze-dried or liquid concentrate:					
Nonoffice type	5				
Office type	3	6,830	5,693	7,152	6,494
fresh brew, coffee and combinations	4	6,336	15,244	6,186	13,860
Soft drink:					
Canned beverage (refrigerated) vending machines	5				
Bottle vending machines	5	213,590	182,886	210,312	190,089
Cup (post mix)	5	(NA)	(NA)	(NA)	(NA)
Packaged milk and juice	3	1,674	3,128	1,387	2,982
Other vending machines for beverages	4	(NA)	(NA)	(NA)	(NA)

(NA) Not available
Source: U.S. Department of Commerce

Copyright: **Beverage Industry** September 1984

Vending shipments up 30% in '83

WASHINGTON, D.C.—Beverage vending shipments were up 147,937 in 1983 over 1982, an increase of almost 30% according to a report on coin operated vending machines recently released by the U.S. Department of Commerce.

Last year saw 650,016 beverage machines valued at $328,254,000 compared with 502,079 machines valued at $318,943,000 in 1982.

The number of canned and bottled soft drink vending machines increased almost 2% from 210,312 in 1982 to 213,590 in '83. Yet, the estimated value of soft drink machines in the field fell from $190,089,000 in '82 to $182,886,000 in 1983.

The package milk and juice industry experienced a 21% increase in the number of machines distributing their product. There were 1,674 machines in the field in '83 a substantial increase over the 1,387 machines in 1982. The value of these machines increased from $2,982,000 in 1982 to $3,128,000 in '83.

The number of vending machines serving hot beverages increased a little over 1% in 1983. In 1983, there were 228,430 hot beverage vending machines compared with 225,037 in '82. These machines were valued at $213,425,000 in '82 and fell in value to $206,951,000 in '83.

The number of nonoffice and office type dispensers fell by almost 5% in '83, while fresh brew, coffee and combination hot beverage machines increased by over 2%, the report shows. □

Hamlin named vp-marketing by Dr Pepper

DALLAS, TX—Robert C. Hamlin, a 20-year advertising executive and most recently a vice president at Young & Rubicam, Inc., New York, has been elected vp-marketing of the Dr Pepper Co. based here. Hamlin succeeds William L. Schermerhorn, who resigned in April.

Hamlin has been Y & R's account supervisor for Dr Pepper since 1978. He was instrumental in the "Be a Pepper" advertising campaigns (1978-1983) and the recent "hold out for the out of the ordinary" campaign.

As Dr Pepper's marketing chief, Hamlin will direct bottler support systems and activities including advertising and consumer promotions. Other responsibilities include creation and placement of radio, outdoor and print advertising, market and consumer research, brand development and sales promotion programs. □

Features

6 **BI market report: San Francisco**
Marty Westerman's exclusive report on the the Golden Gate City reveals a trend setting marketplace whose residents drink six million cases of beer and 50 million cases of soft drinks a year.

16 **Webber of NSDA forecasts future**
In an interview with **BI,** Fred Webber, newly-elected vice president of the National Soft Drink Assn. discusses what's ahead for the soft drink industry.

32 **High tech meets bottle sorting**
The new Inex bottle sorting machine uses state-of-the-art technology to sort up to eight different bottle types out of thousands of bottle-type possibilities.

41 **Compensation programs, part 2**
Ugo Ippolito's special report on compensation alternatives continues with the discussion of phantom stock plans, performance shares and restricted stock sales and awards.

45 **Software and soft drinks**
BI's report clarifies some of the computer options available to bottlers and distributors in the beverage industry, a frontier for computer suppliers.

51 **BI bottle laws continued**
September's part two of the bottle bill legislation feature further reveals the demographics and statistics on bottle laws in the United States.

page 9

page 45

Departments

Reader Service 7
NOW Package 18
Plant Security 30
Focus Report 45
Beverage Indicators ..60
New Products 61
Newsmakers 62
Supply House 63
Classifieds 64
Ad Index 66
Editorial 72

Soundoff

Scapegoating will not cure alcoholism

"... currently the public appears to be continuing to adopt moderate drinking patterns as part of a healthy lifestyle. As we move into the next century, hopefuly this trend will continue to expand while alcohol problems diminish. This projection can be achieved only if broad-based factual alcohol education programs continue.

"... all elements of the public must play a part in these efforts, including the alcohol beverage industry...

"As prohibition proved 50 years ago, merely scapegoating one industry will not lead to solutions to alcoholism and alcohol abuse..."

Donald B. Shea,
president, USBA
at the National Conference
of State Liquor
Administrators.

BEVERAGE INDUSTRY (ISSN-0148-6187) is published monthly by Magazines For Industry, Inc., a subsidiary of Harcourt Brace Jovanovich Publications. Corporate and Editorial offices, 7500 Old Oak Boulevard, Cleveland, Ohio 44130. Advertising offices: 747 Third Avenue, New York, New York 10017 and 111 East Wacker Drive, Chicago, Illinois 60601. Accounting, Advertising Production and Circulation offices: 1 East First Street, Duluth, Minnesota 55802. Subscription rates: $35 per year in the United States; $45 per year in Canada. All other countries: $70 per year. Single copies (prepaid only): $2 in the U.S.; elsewhere $6.00; add $3.00 for shipping and handling per order. Second class postage paid at Duluth, Minnesota 55806 and additional mailing offices.

Copyright - 1984 by Magazines For Industry, Inc., a subsidiary of Harcourt Brace Jovanovich, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the publisher. Microfilm copies of articles are available through University Microfilm, International, 300 N. Zeeb Road, Ann Arbor, Michigan 48106.

POSTMASTER: Send address changes to BEVERAGE INDUSTRY, P.O. Box

Keep Your Angelus--All Angelus and...
PROTECT YOUR R.O.I.
Craftsmanship, a rare word in today's fast paced world. It is a word that denotes quality. Today, more emphasis seems to be placed on speed of production with little regard for reliability.
But at Angelus, craftsmanship is evident because nearly 75 years of care and experience are reflected in the design and engineering of the world's finest can seamers. Your Angelus seamer is a quality piece of machinery that was built to give you years of trouble free service. When replacement parts are needed, you may find parts that look the same as the original, may even sell for less money, but they don't meet the precise specifications demanded and produced by Angelus.
Inferior replacement parts jeopardize the performance of your machinery. Protect your ROI; insist on genuine Angelus replacement parts.
Angelus Machine Corporation International
4900 Pacific Blvd., Los Angeles, CA 90058
(213) 583-2171 Telex: 674288
Belcrownlaan 44, B-2100 Deurne, Belgium
Telex: 35331
22 North St., Droitwich, Worchestershire,

Focus Report: computer equipment

Survey reveals systems a necessity, not a luxury

EXCLUSIVE—Cost controls, increased production and improved productivity, reduction in human errors, collection and analysis of sales and inventory data are just a few of the many advantages that computer hardware and software suppliers to the beverage industry say that distributors and beverage producers would gain by investing in computers.

These are just a few of the opinions offered by suppliers in this trend report, the ninth in a series of exclusive features that **Beverage Industry** will publish this year. This report is compiled from interviews and information tabulated from survey forms received from nearly every major supplier of computer hardware and software equipment to the beverage industry. The responses were measured for **BI** by **SRCH**, a statistical center for Harcourt Brace Jovanovich Publications.

Soft drink manufacturers and beer distributors appear to be the largest customers for computer suppliers, according to the results of the survey. One unidentified combination hardware-software supplier claims that his sales to soft drink manufacturers were 80% of his total business. Another hardware supplier reports that his sales to beer distributors were 75% of his firm's total sales while a software supplier says sales to beer distributors were 70% of his business.

Soft drink distributors were another source of business for some suppliers also, according to the study. One supplier obviously sells exclusively to the beverage industry, claiming that all of his company's software sales were generated by soft drink distributors. Another supplier, meanwhile, reports that sales to distributors were 30% of his company's figures.

Many of the comments received from suppliers were typical of this one from K.F.N. Scott, president of Sha Computers, Inc., Saratoga Springs, NY: "At the present time, all of our sales are to soft drink manufacturers and distributors...We anticipate, with the changes which have occurred in technology and our software over the recent past, that we will also be dealing with the brewery industry."

Breweries, bottled water producers and distributors, wine and spirits producers and distributors apparently are not too receptive to computer hardware units; only one company reports that his sales to wine and spirits producers-distributors were 35%. Other companies report that their sales to these beverage segments were 1% or less of their company's total sales.

Hardware costs

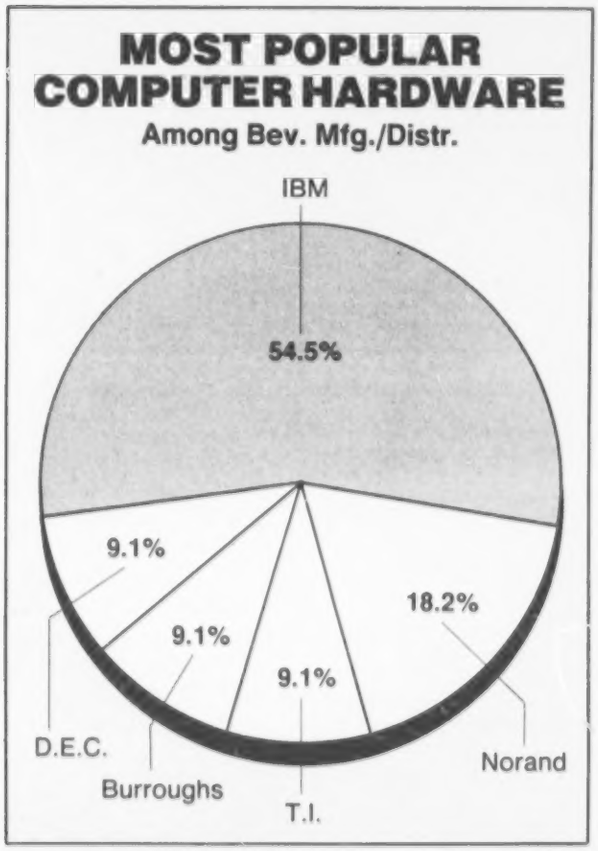
Costs of computer hardware systems may be too high for some beverage companies, according to the responses. On the other hand, computers are a necessity and not a luxury in today's highly-competitive business world.

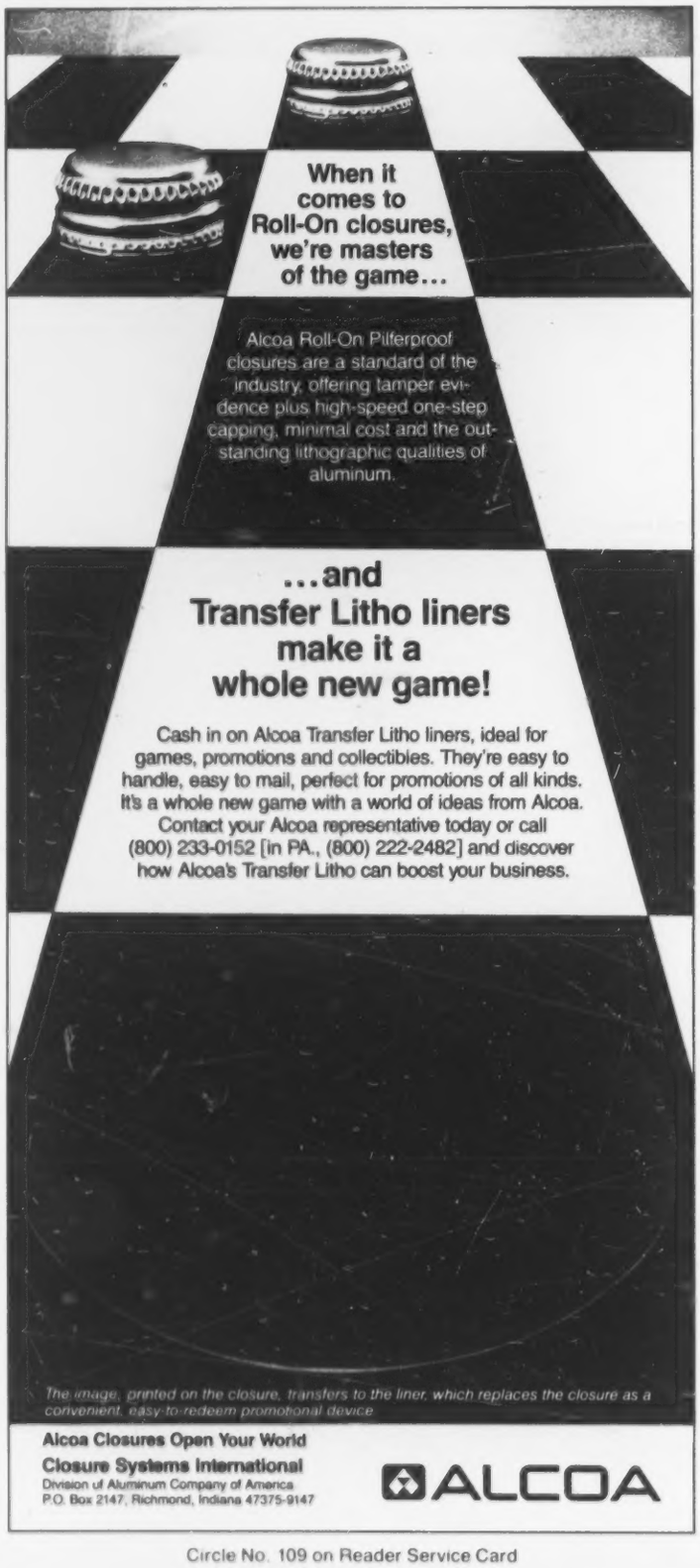
The costs for the hardware ranges anywhere from $2,000 for a handheld unit to the larger $300,000 systems. For instance, Data General minicomputers, supplied by Data Consultants, Inc., Rockville, MD, range in price from $15,000 to $250,000.

The widely-known Routecommander® system, by Nor-and Computer Systems, Cedar Rapids, IA, sells for $2,000. The company's 101 and 121 hand-held terminals sell for approximately $1,200. Digatex, the Austin, TX-based supplier, says its units range in price from $25,000 to $300,000. Endata, of Charlotte, NC, has the IBM System 36 for $50,000.

Sha Computer Inc.'s system, according to a spokesman, would cost in the order of $35,000. This system, says the spokesman, would be suitable for a beverage distributor within the order of six to 12 delivery trucks.

Source One Distributor Management, Kalamazoo, MI, has several Burroughs systems available, including the Burroughs B91 ($15,000); Burroughs B92 ($16,000); Burroughs B96 ($25,000); and the Burroughs B900 ($40,-000). Digital Equipment Corporation, Milwaukee, has hardware systems for between $10,000 and $100,000. MSI Data Corporation, Costa Mesa, CA, sells its MSI/85 hand-held terminal for between $800 and $1,300. The company's MSI/88F units sell for between $1,200 and $2,400. Spokesmen report that the




When it comes to Roll-On closures, we're masters of the game...
Alcoa Roll-On Pilferproof closures are a standard of the industry, offering tamper evidence plus high-speed one-step capping, minimal cost and the outstanding lithographic qualities of aluminum.
...and Transfer Litho liners make it a whole new game!
Cash in on Alcoa Transfer Litho liners, ideal for games, promotions and collectibles. They're easy to handle, easy to mail, perfect for promotions of all kinds. It's a whole new game with a world of ideas from Alcoa. Contact your Alcoa representative today or call (800) 233-0152 [in PA., (800) 222-2482] and discover how Alcoa's Transfer Litho can boost your business.
The image, printed on the closure, transfers to the liner, which replaces the closure as a convenient, easy-to-redeem promotional device.
Alcoa Closures Open Your World
Closure Systems International
Division of Aluminum Company of America
P.O. Box 2147, Richmond, Indiana 47375-9147
ALCOA

Circle No. 109 on Reader Service Card

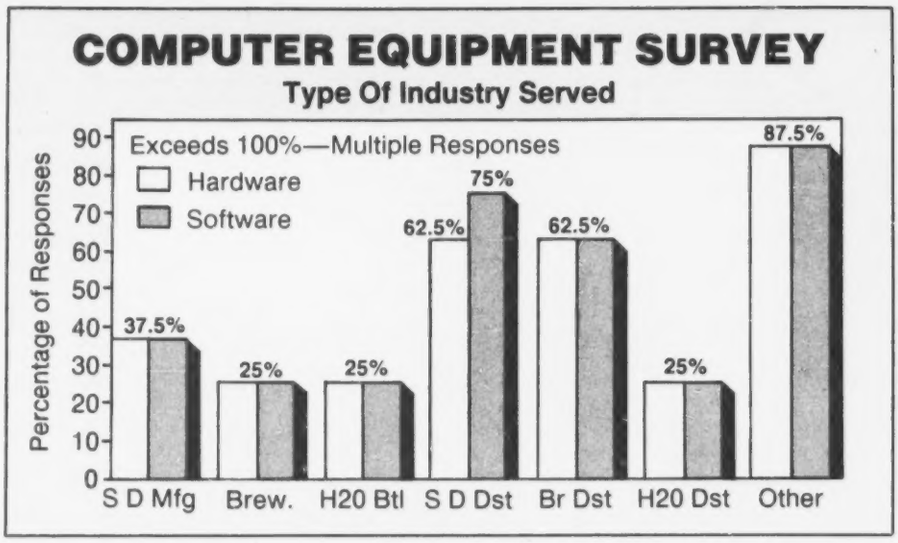
firm's BC-500, a briefcase configuration, sells for $2,500 while its vehicle mounted unit is set at $2,700.

Costs for software systems are, of course, somewhat less expensive than most of the hardware supplied by the manufacturers and distributors.

Data Consultants, Inc., names four software systems for the beverage industry: Automated Beverage System ($15,000); General Accounting System ($5,000); Norand Software Interface ($7,500); and Spaceman, Shelf Space Allocation ($6,500). Meanwhile, Norand Computer Systems has a route accounting software system for preselling and route selling for $6,000.

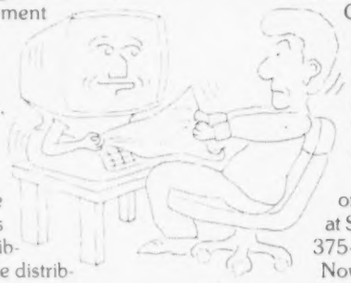
Endata's systems include a software distribution manager package for breweries for $30,000; for the soft drink segment, $40,000; for the wine and spirits market for $40,000; and a PC for $5,500. Source One Distributor Management has a route accounting system with a beginning price of $4,000. The package, according to Source One, is a beer, wine, soft drink and liquor route accounting system for pre-sell and/or driver sell. It offers the user vending machine analysis, sales forecasting, vehicle maintenance, accounts payable, accounts receivable, general ledger and payroll. The package, says a company spokesman, is compatible with Norand's Route Commander systems.

Effective Management Systems offers its customers a software system for inventory control, routing and manufacturing purposes for $20,000.



Getting The Information You Want Doesn't Have To Be A Struggle.

If you're not getting the right information at the right time from your data management system, we at Source One have the proven solution. Our complete, turn-key software/hardware package was developed over the last fourteen years ***by*** wholesale distributors ***for*** wholesale distributors. So you'll get the right answers at the right time to make the right decisions.



And the ROUTE COMMANDER®, a handheld, in-truck computer, interfaces directly into our system. There's no paperwork. No errors! Call Paul Coash or Pat Lawrence at Source One, (616) 375-8860.

Now you have the information you need, to get the information you want.

SOURCE ONE®

1480 S. 11th Street • Kalamazoo, MI 49009 • (616) 375-8860

Circle No. 148 on Reader Inquiry Card

Recycling
or Destructio
Use Gruendler Bo
Can Crush
Wide choice of sizes and capacities . . . handling single cans or bottles to 40 full cases in two minutes.
Gruendler crushers have long been favorites of America's leading brewers and bottlers. From simple axial-type to the extra heavy-duty double-roll crushers, Gruendler units give day-in-day-out service producing uniform cullet and metal pieces with minimum maintenance or problems.
Get all the facts on Gruendler's full line including the new Gruendler crushers with roll-release to prevent jamming. New crushers also feature new passing tooth design for more efficient destruction of filled bottles & cans. Contact
GRUENDLER
CRUSHER DIVISION
Typical Gruendler 12" x 36" Double-Roll Can & Bottle Crusher
50-43

Circle No. 123 on Reader Inquiry Card

Computer problems

The suppliers were asked to gauge the following concerns that their beverage manufacturers and/or distributors have with various hardware and software systems: cost, maintenance-service, ease of operation, downtime, software availability, supplies, education of operators, and portability of equipment.

By far, "cost" was the dominant concern of most of the suppliers' beverage customers. The survey shows that 62.5% of the suppliers reporting that the cost of computer equipment is "somewhat of a problem" for beverage companies. At the same time, 12.5% of the responding computer companies reported that their beverage customers consider cost "no problem at all."

The only other category that is troublesome to beverage firms is "continued support." According to the results, 50% of the computer suppliers say that their customers view this matter as a "major problem."

Most of the suppliers had varied opinions of the most popular pieces of software circulating around the beverage industry.

Scott of Sha Computers, however, had a discerning viewpoint. "Probably the greatest number of installations in existence today have been created independently by beverage distributors, each tailoring the software to his perceived individual requirements. I believe that this will become, over the next five years, a thing of the past," he says.

"In the past, of the packages that were commercially available, probably the two most significant implementations have been those of Digatex and Display Data Corporation. Our package has probably been recognized as of superior quality to these two. But, in the past has not been packaged with a suitable hardware configuration for general distribution of the package throughout the country," adds Scott.

Patrick H. Lawrence, vice president of Source One Distributor Management, believes that route accounting and various financial packages are the most popular by beverage industry standards. George Mackie, a vice president of Endata, Inc., says his company's distribution manager beer system originally designed and sold by the Tudor Systems Group of Endata is the most popular system for the beverage industry.

Popular packages

Order entry, routing, inventory control, inventory forecasting and accounting are software packages that officials of Effective Management Systems believe to be popular by beverage firms.

Claus Wagner, marketing manager for Digatex, says that

beverage companies are interested in route accounting, sales processing and analysis, inventory and production control. Officials with Data Consultants, Inc., say that route settlement, general accounting, vehicle maintenance and inventory controls are popular software packages.

John Strand, president of Ram Systems, Inc., LaCrosse, WI, says that his company's system was developed out of the Seven-Up Bottling Company of LaCrosse. Therefore, he says, Ram Systems packages are more conducive to the needs of a soft drink bottler.

"We are involved in the full line support for bottlers. We also offer a package for brewers and for liquor distributors," Strand told **BI.** As good as any testimonial a computer company will receive, Strand says that one customer told him that a "chimpanzee can come off the street" to run one of Ram's systems. "That's how easy it is to run one of our systems," says Strand.

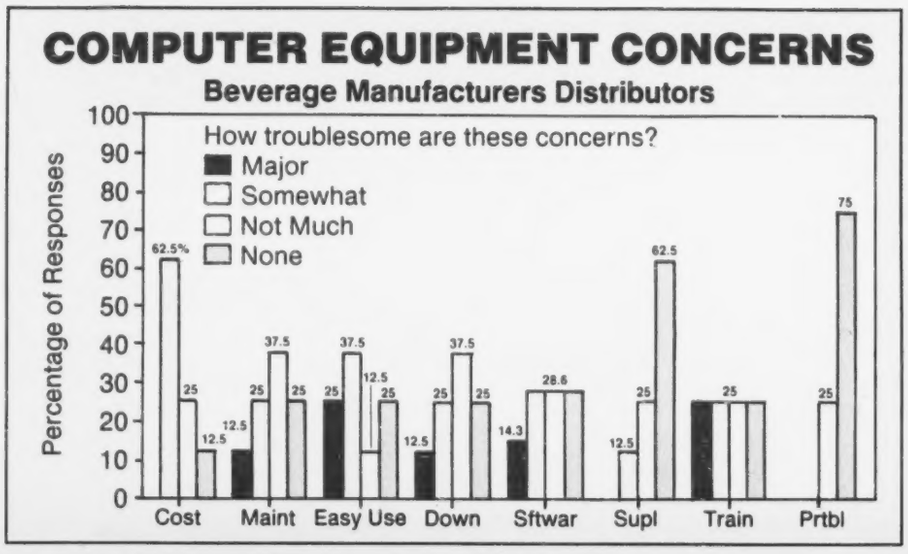
The Ram Systems Route Accounting Management package, according to Strand, gives customers programs in inventory, accounts receivable, pre-sell and tel-sell, vending, fleet maintenance and sales distribution analysis. The cost of Ram's units is as competitive as other companies. The company's table top micro system for route accounting is available for $12,500; larger systems can be developed for around $250,000.

The In*sight Series 8300 mini-computer, with configurations starting at $14,000, is hardware currently supplied to the beverage industry from Display Data Corp. Chuck Piel, beverage marketing manager for the Hunt Valley, MD-based company, believes that mini-computers utilized in the route distribution environment are the most popular. "They are more economical and easy to use than mainframes, but they have the horsepower to handle the workload, which most of the micro's don't yet possess," says Piel.

"Another hardware innovation which is coming into vogue relates to 'local area networks,' called LAN's. The LAN allows any number of computers to communicate with each other in a way which is mostly transparent to the operator," he says.

"This method of distributed processing provides the advantage of adding computer power incrementally as needed while eliminating the risk of downtime with large computers," says Piel.

• For more information on **Agris Corp.,** circle no. 280 on the reader service card; on **H.E.I. Corp.,** circle no. 281; on **Sha Computers,** circle no. 282; on **Data Consultants, Inc.,** circle no. 283; on **Norand Computer Systems,** circle no. 284; on **Digatex,** circle no. 285; on **Endata,** circle no. 286; on **Source One Distributor Management,** circle no. 287; on **Effective Management Systems,** circle no. 288; on **MSI Data Corporation,** circle no. 289; on **Display Data Corp.,** circle no. 290; on **Ram Systems,** circle no. 291; for **Cummins-Allison Corp.,** circle no. 292; for **Omni Data Systems,** circle no. 293; for **3M Corp.,** circle no. 294; for **Computer Techniques,** circle no. 295; for **Zinc and Kadish,** circle no. 296; for **Azurdata,** circle no. 297; for **Beverage Systems, Inc.,** circle no. 298; for **Information Concepts,** circle no. 299. □



Electrifying Quality

That's Nissan's fabulous clean-running line of electric forklifts...9 high performance models from 2,000 to 6,000 lb. capacities in three and four-wheel styles. There's electrifying efficiency as well. High-tech solid state controls provide smooth, precise operation for faster turn-arounds and extra safety. And there's electrifying economy. Leak free hydraulics, easily accessible motors and removable circuit boards help keep repair costs electrifyingly low. So, let Nissan forklifts electrify your operation with electrifying productivity.

NISSAN NISSAN

Nissan Industrial Equipment Company, 2900 Datsun Drive, P.O. Box 161404, Memphis TN 38116, 901/396-5170

Circle No. 140 on Reader Inquiry Card→

Beverage Business Indicators*

Selected Consumer Price Index (base: 1967 = 100)

	March 1984	April 1984	% Change	April 1983	Apr. '83 vs. Apr. '84 % Change
Cola	319.1	320.6	0.5	313.1	2.5
Other carbonated soft drinks	153.2	151.3	1.2	146.8	3.1
Noncarbonated drinks	144.9	144.7	0.1	140.8	2.9
Wine	233.6	233.4	0.1	236.3	(1.2)
Beer and ale	228.7	229.9	0.5	222.5	3.3

The Consumer Price Index (CPI) is a measure of the average changes in prices over time in a fixed "market basket" of goods and services. The index measures price changes from a designated reference date which equals 100 (usually 1967). An increase of 22 percent, for example, is shown as 122. This change can also be expressed in dollars as follows: The price of a base period "market basket" of goods and services in the CPI has risen from $10 in 1967 to $12.20.

Source: U.S. Department of Labor Bureau of Labor Statistics

Bottle Shipments (thousands of gross) (not seasonally adjusted)

	December 1983	January 1984	% Change	January 1983	Jan. '83 vs. Jan. '84 % Change
Glass Bottle Production Total Bottles:	18,077	21,109	16.8	23,062	(8.5)
Beverage: Refillable	203	173	(14.8)	424	(59.2)
Nonrefillable	3,553	3,793	7.4	3,942	(3.8)
Beer: Refillable	133	203	52.6	115	76.5
Nonrefillable	5,462	6,684	22.4	7,301	(8.5)
Liquor	1,004	1,149	14.4	1,126	2.0
Wine	663	689	3.9	723	(4.7)

*thousands of units

Note: Plastic Bottle Production Indicators are no longer available from the U.S. Department of Commerce.

Source: U.S. Department of Commerce Bureau of the Census

Imported Beverages (proof gals)

	February 1984	March 1984	% Change	March 1983	Mar. '83 vs. Mar. '84 % Change
Beer*	14,046,391	16,9[illegible]	20.9	16,268,193	4.4
Whiskey	6,839,767	4,650,734	(32.0)	4,951,996	(6.1)
Brandy	475,439	591,229	24.4	450,489	31.3
Gin	319,603	426,957	33.5	387,609	10.1
Rum	70,673	134,099	89.7	49,362	171.6
Cordials & liquers	714,196	906,220	26.9	714,851	26.8
Others	1,037,991	860,854	(17.1)	680,950	26.4
Total	23,504,060	24,556,220	4.5	23,503,310	4.5
Sparkling wines	804,616	807,875	0.4	618,136	30.7
Still wines, table	7,110,166	8,413,990	18.3	10,761,591	(21.8)
Still wines, fortified	335,910	198,197	(41.6)	210,777	(6.9)
Vermouth	211,196	202,031	(4.3)	205,326	(1.6)

*Includes ale, stout, porter

Source: National Association of Beverage Importers

Closures for Beverages (thousands of gross)

	December 1983	January 1984	% Change	January 1983	Jan. '83 vs. Jan. '84 % Change
Metal (for spirits, wines)*	55,873	82,028	46.8	87,065	(5.8)
Plastic (for spirits, wines)*	114,486	118,174	3.2	120,795	(2.2)
Metal Crowns (beer & soft drinks)	11,421	13,545	18.6	14,278	(5.1)
Soft drink (convenience and conventional)	5,799	6,027	3.9	5,455	10.5
Beer (convenience and conventional)	5,622	7,518	33.7	8,823	(14.8)
All other metal closures other than crowns	6,615	5,710	(13.7)	5,704	0.1

*thousands of units

Source: U.S. Department of Commerce Bureau of the Census

Selected Producer Price Index (base: 1967 = 100)

	March 1984	April 1984	% Change	April 1983	Apr. '83 vs. Apr. '84 % Change
Soft drinks	337.1	337.6	0.1	327.1	3.2
Alcoholic beverages	207.8	210.0	1.1	204.4	2.7
Beverages and beverage materials	270.2	271.6	0.5	263.0	3.3
Packaged beverage materials	338.5	339.4	0.3	325.7	4.2

The Producer Price Index (PPI) is a measure of the average changes in prices received in primary markets of the United States by producers of commodities in all stages of processing. These data were formerly called the Wholesale Price Index. The name was changed to more accurately reflect the coverage of the data. PPI's are designed to be interpreted in the same manner as the CPI.

Source: U.S. Department of Labor Bureau of Labor Statistics

Sweeteners (cents per pound)

	April 1984	May 1984	% Change	May 1983	May '83 vs. May '84 % Change
42% Corn Syrup High Fructose Decatur, IL, tank cars, cwt.	NA	NA	NA	NA	NA
55% Corn Syrup High Fructose Decatur, IL, tank cars, cwt.	14.25	14.25	0.0	14.25	0.0
Sugar, liquid ind. no. 2 per cwt. solids, F.O.B. (N.E. refinery)	31.45	31.45	0.0	32.2	(2.3)

NA: Not Available

Source: The Journal of Commerce

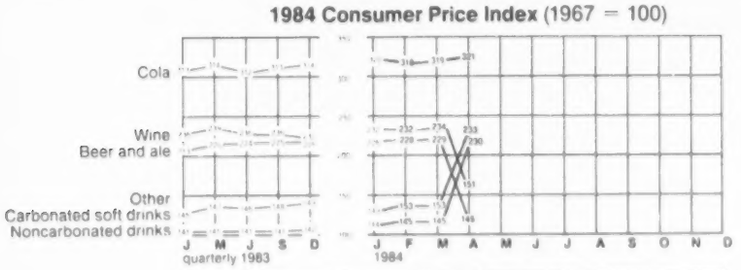
Alcoholic Beverage Removals (barrels of 31 gals)

	January 1984	February 1984	% Change	February 1983	Feb. '84 vs. Feb. '84 % Change
Beer	12,653,020	12,856,577	1.6	12,856,192	0.0
Wine*	27,145,834	27,640,898	1.8	27,430,382	0.8
Spirits*	27,256,001	25,507,179	(6.4)	22,602,999	12.8

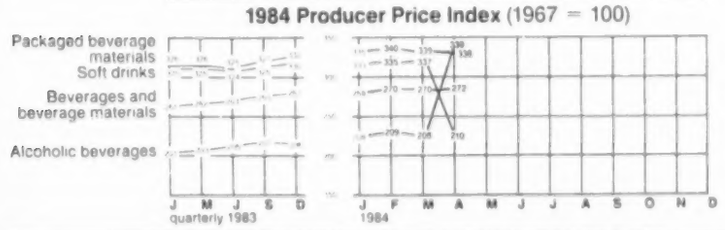
*wine gals

Source: U.S. Department of the Treasury Bureau of Alcohol, Tobacco and Firearms

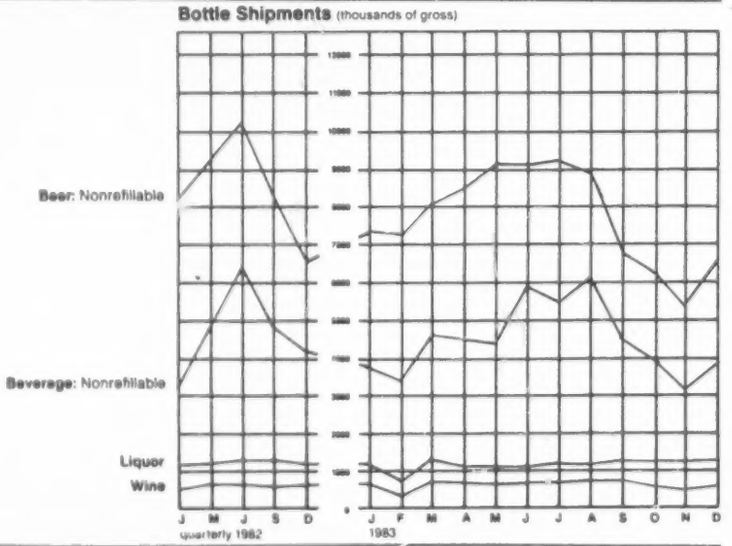
1984 Consumer Price Index (1967 = 100)



1984 Producer Price Index (1967 = 100)



Bottle Shipments (thousands of gross)



Compiled by Statistical Research Center (SRCH) for Beverage Industry

NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

Cov. 1, p. 4-5, 29-30, 34,

75.